brother At your side.

PRINT & SEW QUARTERLY

FALL 2007 ISSUE 6 A NEWSLETTER FOR GARMENT DECORATING PROFESSIONALS

Cover Story (continued) PAGE 2
Notes from the Editor PAGE 3
Design Doctor PAGE 3
Customer of the Quarter PAGE 4
Software Training Schedule PAGE 4
Trade Shows & Conventions PAGE 5
Brother University PAGE 5
PAS Specials PAGE 5
Brother Offices & Sales Reps PAGE 6
Embroidery Tech Talk PAGE 6
Ethos Software PAGE 7

Brother® Releases Two New Embroidery Machines Plus Announces the Launch of a New e-Commerce Website!

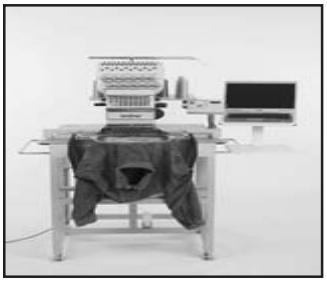
New Single-Head Embroidery Machines Ship!

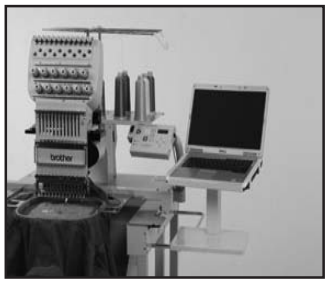
We recently began shipping our new single head 9- and 12-needle embroidery machines, the BE-0901EAC-PC and the BE-1201BAC-PC. These new models boast many great innovative features exclusive to Brother:

- Operators can now connect direct to a computer and can either be connected with other Brother machines or can operate independently.
- The new Control Software provides real time data regarding production rates, speed, stitch count, time for sew out, production statistics and much more.
- The same control software is used as with the Brother multi-head machines, so there is no additional training required.
- The operator can view design, hoop size, set colors and control needle speed on the PC as the design is sewing.
- Store and report production data up to 3 years by hour, day, month and year. Can be output to excel file and data can also be viewed graphically. Provides real time updates in status changes.
- Able to network single or multi-head machine configurations through the control software.
- Multimedia capable with your computer using CF, USB, CD/DVD and disk drives.

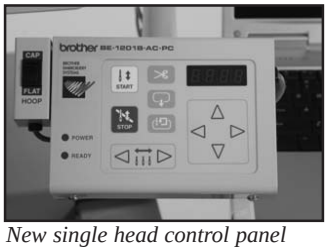
"We are very excited to start shipments of our new generation of single head embroidery machines," said Peter Holland, Senior Director and General Manager, Brother International Corporation. "Since we introduced these machines in January at the ISS, Long Beach, CA show, we have seen a huge interest, particularly from embroiderers looking to network with their existing Brother embroidery equipment."

If you would like additional information on these new generation embroidery machines, please call your Brother Sales Rep (see page 6) or call 1-800-432-3532.





New single head embroidery machine



New single head control panel

Continued on page 2.

New Portable Single Head Embroidery Machine, the PR-620, is Released!

We've made some exciting enhancements to our portable single head embroidery machine that gives operators more sewing options and flexibility. The PR-620 comes standard with three new frames designed to allow greater flexibility:

- New cylinder frame, which was not available with either the PR-600C or the PR-600C II. (Sew area: 90 mm x 80 mm).
- Cap frame with an extra large sew area. The sewing area has been extended an extra 10 mm! (Sew area: 130 mm x 60 mm).
- Flat frame that accommodates thick fabrics such as denim jackets. (Sew area: 300 mm x 200 mm).

The new PR-620 is packed with user-friendly features, such as an easy to read LCD display, a 2-way USB port, built-in touch screen lettering, automatic 6-needle threader, the ability to customize designs on-screen, and more! Already own a PR-600C or PR-600C II? Great news, upgrade packages are available. Contact your Brother Sales Rep (see page 6) or call 1-800-432-3532 for details.

PR-620

PR-620 side view

PR-620 frames & attachments

Brother's PAS Store Launches New e-Commerce Website!

We recently launched a new website for our PAS Store where visitors can easily shop for sewing, embroidery, and inkjet garment decorating parts, accessories and supplies at www.brothermall2.com. This new website is a secure e-commerce site which offers hundreds of sewing and embroidery parts, accessories and supplies from dozens of manufacturers, including Gunold, Madiera, HoopMaster, Organ Needles, Jiffy Steamer, Brother genuine parts, and many more.

"The launch of this site is part of our global corporate strategy to make the products we sell readily available to our customers. The major upgrade to the brothermall2.com website offers many advantages for our customers. It allows us to offer more products, offer specials and discounts, makes it easier for customers to place orders, and provides better communication with our customers," stated Peter Holland, Senior Director and General Manager, Brother International Corporation.

Notes from the Editor

Dear Readers:

Fall is finally here and now is a great time for those of you selling to schools. Schools are a great market for embroiderers and garment decorators because there are so many potential sub-markets. Many people want to show their support and affiliation with a particular school, and within that school, a particular group. Groups include sports teams, clubs, cheerleading, band, teachers/grades, and special events. If you haven't tapped into this potentially lucrative market, perhaps you should start by looking into the schools in your area to identify opportunities. But remember, schools are very cost conscious, so price carefully.

If you've read our cover story, then you know we've been busy developing new technology and equipment to improve the embroidery process and sewing quality. Our new e-commerce website is a great way to get all the parts, accessories and supplies you need to keep your business going. Best of all, www.brothermall2.com is open 24/7. Please let us know if you have any comments or questions about our new embroidery machines or new e-commerce website.

Have you attended our Garment Decorating Road Shows yet? They're a great way to learn about our garment decorating equipment and what to expect when you start a garment decorating business. Industry experts are on-hand to answer any questions you may have. Check our website for shows and events in your area.

Lisa Pross
Marketing and Operations Manager
Industrial Products Division
lpross@brother.com

Design Dr.

Dear Doctor,

Sometimes when I am sewing a fill area I get a line of stitches missing in the middle of my fill. Is there something I can do to keep this from happening?

Fillin' Lousy

Dear Lousy,

If you create a fill area that sews part of the way in one direction, then walks to the other end of the fill and sews back in the other direction, it will often leave a gap in the middle of the fill. The cause of this is material bunching. As the fill is sewing it creates a slight build-up of material ahead of the stitching. When it walks away and starts sewing back to the middle, it does the same thing, and where the two fill areas meet there is a build-up of material and it looks like it is missing a few rows of stitching.

There are a couple of things that you can do to keep this from happening. In general you usually want your fill to sew all in one direction. After creating your fill area and right clicking to close your shape, the Ethos software allows you to select where you want to put your exit point with a left click. If you are stitching horizontally you would want to set your exit point at the top or the bottom. If you were stitching vertically you would want your exit point on the left or the right side. It doesn't usually matter which direction you sew as long as it is sewing in one direction. Another way to keep this from happening is proper use of underlay. Most of the time I use a "netting" underlay for my simple fill areas. This is one of the available choices when selecting your underlay settings. This is a cross-hatch underlay that provides great stability for the top stitching. It's my favorite underlay for fill areas. If the fill area is a very complex shape, or if it has lots of void areas, sometimes the netting underlay is too haphazard for a good underlay. If this is the case, then I will usually choose the "packing" or "full packing" underlay setting. Both of these settings create an underlay that is perpendicular to the top stitching and the full packing does an edge walk also. Using proper underlay and sewing your fills in one direction will alleviate your challenge with this issue!

Happy Stitching!

Design Doctor

Customer of the Quarter

Big Fish Ink Creates Lasting Memories on Apparel

Dustin Henderson had a successful sales career in the insurance industry, but he was growing tired of the traveling and stress and wanted to simplify his life. So last year he decided to trade in his suit and tie for a house and business on the beach in beautiful coastal Yachats, Oregon. He and his wife Lisa had spent lot of time there, and it was a place he always wanted to live. Lisa had previously owned her own screen printing and promotional products business, but decided to close that business and join her husband in their new venture. After much research, Dustin and Lisa bought a Brother GT-541 inkjet garment printer and started Big Fish Ink, a mobile garment decorating business specializing in "creating lasting memories on apparel".

Dustin and Lisa wanted their business to be unique, so they decided to make theirs a mobile photography/garment decorating business. They pack up the GT-541 and travel to various events around Oregon, including youth sporting events, special occasions such as reunions, fishing tournaments and dog shows. Dustin and Lisa investigated the available inkjet garment decorating machines on the market and found the Brother machine to be the best choice. Wanting to provide the highest quality products to their customers, Dustin says "I was really concerned that the quality would fade and deteriorate with each washing, so I printed samples on several manufacturers' printers and washed, rewashed, and washed them again. The Brother product stood out in the crowd. The graphics were just as vibrant as they were before the first washing. All the competitors' shirts faded to some degree and basically looked old. Right there we made up our minds to buy the Brother GT-541."

Big Fish Ink travels to about sixteen shows per year, but they may add more in the future as they are always looking for new opportunities. So far they've been really successful. Customers like to watch the shirts print out, but they love having their child or pet's picture commemorating a special event captured on the shirt to preserve that memory forever. Dustin and Lisa continue to

Customer of the Quarter...continued

experiment printing on different substrates. For example, they collect sand dollars and print scenes on them. They haven't perfected the technique yet, but the effect is beautiful and unique.

"We wouldn't be in business if it weren't for the Brother GT-541. It always works flawlessly, regardless of how many miles we travel, the weather, or how many hours it continuously runs. It's obvious that Brother really cares about their customers and their products. The quality is just amazing. Brother has set the standard - they own this industry!" said Dustin.

For more information, contact Dustin and Lisa at bigfishink@peak.org.

Dustin & Lisa model for t-shirt

GT-541 printed sand dollar

2007 Software Training Schedule

Please call 1-877-4BROTHER (877-427-6843) or (901) 379 1085 to sign up for ApS-Ethos Software training.

For the 2007 schedule, visit www.brother.com *(click Go to U.S.A; click Industrial Sewing & Embroidery; click Brother University & Seminars; and click Software Seminars)*. Class sizes are limited, so early enrollment is encouraged.

Top Ten reasons to upgrade from BE100 to ApS-Ethos

10. Yearly Updates - ApS-Ethos will come out with a new software version every year.

9. ApS-Ethos works with Windows XP Pro, XP Home and Windows Vista.

8. When you upgrade to ApS-Ethos you get a new USB Security device.

7. ApS-Ethos will read your old BE100E .bdf files.

6. ApS-Ethos works with vector art.

5. ApS-Ethos gives you the flexibility of using many different text features.

4. ApS-Ethos has an automatic drop-shadow feature.

3. True type fonts for running and fill stitch.

2. Free software training on all upgrades.

1. Fonts, Fonts, Fonts.....Almost 200 satin fonts.

TRADE SHOW AND CONVENTION SCHEDULE

MEMBER ETA EMBROIDERY TRADE ASSOCIATION

2007

DATE	SHOW/LOCATION	Booth #
Nov. 13-16	**IAAPA Attractions Expo.**, Orlando, FL	*3057*

2008

Jan. 18-20	**ISS**, Long Beach, CA	*TBA*
Feb. 8-10	**ISS**, Orlando, FL	*TBA*
Mar. 7-9	**ISS**, Atlantic City, NJ	*TBA*
Apr. 10-12	**Printwear**, Charlotte, NC	*TBA*
May 8-10	**Printwear**, Fort Worth, TX	*TBA*
June 19-21	**Printwear**, Baltimore, MD	*TBA*
July 17-19	**Printwear**, Long Beach, CA	*TBA*
July 18-20	**ISS**, Providence, RI	*TBA*
Aug. 7-9	**ISS**, Schaumburg, IL	*TBA*
Sep. 4-6	**Printwear**, Indianapolis, IN	*TBA*
Sep. 11-13	**ISS**, Atlanta, GA	*TBA*

Get Instant Access to Show Details!

We've updated our website to provide links to trade shows, exhibitor websites, and the roadshow schedule. Visit www.brother.com to access our Trade Show Schedule page and simply click on the link of the show you're interested in. *(Click Go to U.S.A.; click Industrial Sewing & Embroidery; click Show Schedules; and click on the Trade Show Schedule tab)*

Call us at 1-800-432-3532 if you have any questions or would like additional details about a particular tradeshow or roadshow.

The PAS Store

The PAS Store is your One-Stop Shop and One-Stop Solution, with New Products and Special Offers.
Parts
Accessories
Supplies
We're Now Accepting Orders Online!
Visit us today at www.brothermall2.com
brother

BU
Brother University

Visit www.brother.com for more information and updates.

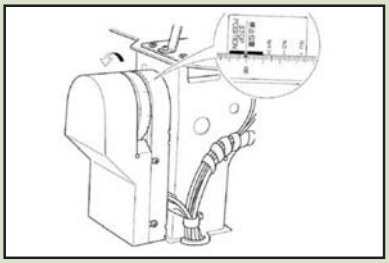
Embroidery Tech Talk

Oiling the Rotary Hook

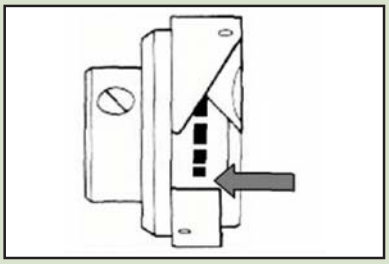
BAS-416, 416A, 1210
BE-901, 916, 1201, 1216

The Hook Assembly should be oiled every four hours of use. To do so:

Pull the Jump Solenoid Cam Lever down. This will stop the needle bar from moving.



Turn the handwheel backwards, from 100 degrees to 50 degree.



Open the white cover over the hook, and place two drops of oil on the left side of the hook, as shown by the arrow. Return the handwheel to 100 degrees. Press the thread trimming key once, and then a second time after the cycle is completed. Raise the Jump Solenoid Cam Lever after the second trim cycle. The machine is ready for use.

For Technical Assistance, please call toll-free 1-877-4BROTHER or Email tsupport@brother.com.

Embroidery Groups

SALES REPRESENTATIVES

STEVE HOBBS
(CT, DC, DE, IA, IL, IN, KY, MA, MD, ME, MI, MN, Eastern MO, NH, NJ, NY, OH, RI, VA, WV, VT, WI, PA)
Phone: 603-772-3224
Fax: 603-772-4665
Cell: 603-422-1237
Toll Free: 888-729-3224

JACQUELINE PLACHTA
(AL, FL, GA, MS, NC, TN, SC, Latin America)
Phone: 561-395-7425
Fax: 561-395-7424
Cell: 954-612-0039

TODD SOMMERS
(AR, AZ, KS, LA, Western MO, NM, OK, TX)
Phone: 214-547-9476
Fax: 214-547-9478
Cell: 214-505-5496

BILL SWEEN
(AK, CA, CO, HI, IA, ID, MN, MT, ND, NE, NV, OR, SD, UT, WA, WY)
Phone: 801-270-0800 or 888-899-7306
Fax: 801-912-1178
Cell: 801-556-4891

Need Help?

FOR PRODUCT INFO:
800-432-3532

TECHNICAL AND SOFTWARE SUPPORT:
Toll Free: 1-877-427-6843
Email: tsupport@brother.com (Machine support)
ssupport@brother.com (Software support)

Embroidery Offices

NEW JERSEY
Corporate Office
100 Somerset Corporate Blvd.
Bridgewater, NJ 08807
908-252-3279

CALIFORNIA
26250 Enterprise Court
Suite 250
Lake Forest, CA 92630
949-859-9700 Ext. 278
Fax 949-583-9473

ILLINOIS
1300 Remington Road
Suite D
Schaumburg, IL 60007
847-718-9500
Fax 847-718-9503

MASSACHUSETTS
Corporate Place 93
No. 1 – Suite 210
100 Burtt Road
Andover, MA 01810
978-475-3081
Fax 978-470-0541

TENNESSEE
(Warehouse, Parts, Distribution & Services)
7777 No. Brother Boulevard
Bartlett, TN 38133
901-379-1000 Ext. 1093
Fax 901 379-1226

BROTHER INT'L CORP. U.S. SUBSIDIARY:
MIM Industries, Inc.
4301 Lyons Road
Miamisburg, OH 45342
937-866-4478 Ext. 6997
Fax 937-859-6944

ApS-Ethos

Software News - Information - Updates - Handy Hints

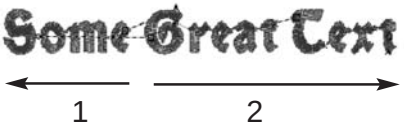
Toby's Techniques

Split Centre Out Text Stitching

1) Generate some text in the normal way. Now select the point at which you wish the text to split (highlight a character).

2) Now go to the Text menu and select Centre Out Stitching. This will mark the text as centre-out and record the character you have selected as the split point.

3) When the text is stitched it will stitch as follows :



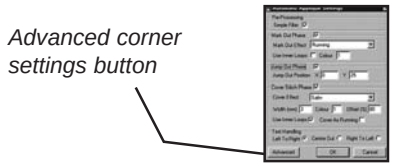
To re-assign a split point you must first of all switch the centre out mode off, then select the new split character, then switch the mode back on. Also, you will need to reset the split point if you edit the text and add one or more characters before the it (it will have moved).

Ethos FAQs

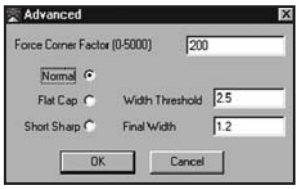
Automatic Applique - Advanced Settings

The Automatic Applique feature has now been enhanced to allow further control of corner generation. This is necessary since on some occasions the user may require different handling of corner situations depending on the type style of applique and border offset (above 70% say).

A new Advanced settings button has been added to the applique feature which will allow access to the corner handling settings.



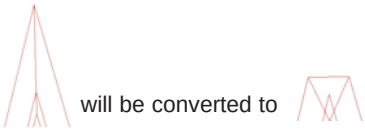
When this button is pressed another dialog is shown which shows the settings available :-



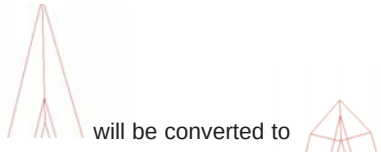
Force Corner Factor : This setting represents how important corner stitching is. The higher the value the harder the system will try to stitch in mitred corners. On some occasions where accurate corners cannot be constructed the system will not produce mitred stitching. If this value is increased (for example to 2000) the system will endeavor to produce mitred stitching, sacrificing accuracy where necessary.

Normal, Flat Cap, Short Sharp: These are the 3 types of corner handling. Normal will not do anything special. Flat Cap will square off any large corners. Short Sharp will reduce the corner where necessary.

Flat Cap



Short Sharp



The other 2 settings on the dialog indicate when and how these conversions should take place. Width Threshold indicates how big a corner needs to get before it is too big. Final Width indicates to what size the corner should be reduced. In the form shown above any corners which become bigger than 2.5 times the requested width (for example 3mm) will be deemed to be too big. The corner will then be reduced to 1.2 times the requested width.

Example (Width Threshold is 2.5, Final Width is 1.2). If the user requests an applique border to be generated at a width of 3mm and the system generates a sharp corner of 9mm then this is greater than 7.5mm (2.5 x 3mm). So the corner will be reduced to a flat cap or sharp corner of width 3.6mm (1.2 x 3mm).

Questions? Comments? Email Toby at readers.advice@brother.com

Brother International Corporation
Industrial Products Division
P.O. Box 6911
Bridgewater, NJ 08807-0911

Don't Miss Out! Sign Up Today!

Sign up Today and Don't Miss a Single Copy of Brother's Print & Sew Quarterly!

Stay up to date with the latest embroidery and garment decorating news, tips, seminars and show information. If you want to continue to receive this quarterly newsletter, Print & Sew Quarterly, you will have to sign up on our website. Simply go to www.brother.com, click on 'USA', click on 'Industrial Embroidery & Sewing', click on 'Newsletter', and follow the registration instructions at the bottom of the page. You have the option to receive this informative newsletter via email or regular mail.